

**Business and Finance Technology Education Frameworks
2009
International Business**

Content Standard 1 – Global Business Environment Describe the interrelatedness of the social, cultural, political, legal, and economic factors that shape and impact the global business environment.			
The student will be able to:	Beginning	Intermediate	Advanced
Strand 1 Determine how social and cultural factors affect business practices on a global level.	Learner Expectation *Identify distinctive social and cultural factors that affect business activities (time, workday, workweek, schedules and holidays). *Identify cultural differences in dress, gestures and social behaviors throughout the world.	Learner Expectation *Compare the business protocol of various countries. Analyze how the social, cultural, and educational environments of a given country might impact a company beginning to do business in that country. Identify resources and tools that can assist in facilitating effective communication.	Learner Expectation Evaluate the opportunities and threats that world events have on business decision making. Evaluate how the political environment of a given country impact international business. Analyze the interrelationship between trade organizations and political environments.
Strand 2 Analyze the political and legal implications of various businesses.	*Identify and differentiate between types of governments.	*Describe how trade barriers and incentives affect choice of location for companies operating internationally. *Analyze the impact of political environments on international business.	Analyze the major legal aspects and ramifications of international relations across national boundaries.

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Content Standard 2 – International Trade			
Relate trade concepts, management and marketing theories to the import/export process.			
The student will be able to:	Beginning	Intermediate	Advanced
Strand 1 Relate balance of trade concepts to the import export process.	Learner Expectation Define import, export, and trade. List examples of importing and exporting.	Learner Expectation *List the steps in the importing and exporting process. *Discuss why governments impose trade barriers (e.g. quotas, tariffs, licensing requirements, and exchange rate controls) and offer trade incentives.	Learner Expectation Illustrate the effects of trade barriers and/or trade incentives on the company, product category, and economies involved in the transaction.
Strand 2 Identify how the management functions of planning, organizing, influencing, and controlling are affected by international operations and production.	Identify factors that influence the following: organizational structure, cultural factors, production systems, quality standards.	*Identify factors and terms that influence the applications of managerial styles in different countries (host country, home country, expatriate, host country, national, and third country).	Describe the overall organizational strategies that companies are using for international business activities.
Strand 3 Apply marketing concepts to international business situations	Describe what a company must consider when marketing a product/service	*Illustrate how social, cultural, technological, geographic, and political factors influence	Explain the influences of the international business environment on the implementation of the elements of the marketing mix in several

Content Standard 2 – International Trade

Relate trade concepts, management and marketing theories to the import/export process.

in other countries.

consumer buying behavior and
business activities in different
cultures.

countries.

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Content Standard 3 Economic Issues			
Describe the interrelatedness of the social, cultural, political, and economic factors that shape and impact the global business environment.			
The student will be able to:	Beginning	Intermediate	Advanced
Strand 1 Identify how economic issues affect international business activities.	Learner Expectation Define economics terms such as inflation, foreign debt, GDP, PPP, interest rates, and cost of living.	Learner Expectation *Identify how international business activities affect the balance of trade. Determine appropriate business strategies for operating in foreign market situations such as pure competition, monopoly and oligopoly. Identify how various economic systems influence what is produced, how it is produced, and for whom it is produced. Appraise the comparative and absolute advantage of several countries given specific trade opportunities.	Learner Expectation Analyze the economic development of several less-developed and developing countries and identify the opportunities and challenges that companies operating internationally may encounter. Analyze the economic impact of contributions that global businesses have made to the countries in which they are doing business.

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<p style="text-align: center;">Content Standard 4 - Financial Analysis</p> <p style="text-align: center;">Determine the fiscal position of a business.</p>			
The student will be able to:	Beginning	Intermediate	Advanced
<p>Strand 1</p> <p>Explain the concepts, role and importance of international finance and risk management.</p>	<p>Learner Expectation</p> <p>Discuss the challenges of using different measurement systems.</p> <p>*Define basic terms such as currency, currency exchange, and barter and explain how currency exchange rates affect business transactions.</p>	<p>Learner Expectation</p> <p>*Describe how the international business environment affects currency value and prices charged in international markets.</p> <p>Define the role of central banks and how they affect currency rates.</p> <p>*Describe the international monetary system including the International Monetary Fund and the World Bank.</p> <p>Identify basic elements of the international securities markets.</p>	<p>Learner Expectation</p> <p>Design and compare pricing strategies for products sold domestically and internationally.</p> <p>Identify international financial strategies and explain how fluctuating currency and interest rates affect international trade.</p> <p>Analyze the role of international banks and how they facilitate international business.</p>